WHAT IS CLAIMED IS:

- 1. A recombinant vector for expressing a heterologous peptide at the amino-terminus of a potyvirus coat protein, the vector comprising;
 - (a) sufficient potyvirus nucleic acid sequence to permit viral replication and spread within a plant infected by the vector; and
 - (b) a heterologous nucleic acid sequence inserted at the amino-terminus of the potyvirus coat protein.
- 2. The recombinant vector of claim 1, wherein the amino-terminus is selected from the group consisting of:
 - (i) an established amino-terminus of a wild type potyvirus coat protein; and
 - (ii) an alternate amino-terminus of a potyvirus coat protein, said alternate amino-terminus arising from an action selected from the group consisting of an insertion, a replacement and a deletion of at least one amino acid residue from said known amino-terminus.
- 3. The recombinant vector of claim 1, wherein said heterologous nucleic acid sequence encodes at least a portion of the heterologous peptide.
- 4. The recombinant vector of claim 1, wherein the potyvirus is zucchini yellow mosaic virus (ZYMV).
- 5. The recombinant vector of claim 1, wherein the potyvirus is selected from the group consisting of ALMV, AmLMV, ArjMV, ArLV, AV-1, BCMV, BCNMV, BYMV, BtMV, BiMoV, CdMV, CVMV, CTLV, CeMV, ChiVMV, CIYVV, CSV, CDV, ComMV, CABMV, CGVBV, DsMV, DSTV, DeMV, GSMV, GEV, GGMV, HVY, HMV, HiMV, IFMV, IMMV, ISMV, JGMV, KMV, LYSV, LMV, MDMV, NDV, NYSV, NoMV, OYDV, ORMV, BRSV, PARMV, PWV, PSBMV, PEMOV, PEPMOV, PESMV, PVMV, PTV, PPV, PKMV, PVA, PVV, PVY, RETBV, SRMV, SMV, SCMV, SPFMV, TAMMV, TEMV, TEV, TVMV, TBBV, TSBV, TUMV, WMV-2, WVMV, YMV and ZYFV.

- 6. The recombinant vector of claim 1, wherein said potyvirus nucleic acid sequence and said heterologous nucleic acid sequence are each selected from the group consisting of a DNA sequence, an RNA sequence a cDNA sequence and combinations thereof.
- 7. The recombinant vector of claim 1, wherein the coat protein of the potyvirus includes an amino-terminal domain.
- 8. The recombinant vector of claim 7, wherein said amino-terminal domain is modified by deletion of at least 1 amino acid residue.
- 9. The recombinant vector of claim 3, wherein fusion to the potyvirus coat protein influences a biological activity of said at least a portion of the heterologous peptide.
- 10. The recombinant vector of claim 3, wherein said at least a portion of a heterologous peptide is selected from the group consisting of an antigen, a receptor, a ligand, an enzyme, a surfactant, a pore forming molecule, a chaperone, a nucleic acid binding molecule, a transcription factor, an inhibitor, an ion binding molecule, a carbohydrate binding molecule and a signal transducer.
- 11. The recombinant vector of claim 3, wherein said at least a portion of the heterologous peptide is capable of eliciting an immune response when appropriately administered to an animal.
- 12. The recombinant vector of claim 11, wherein said animal is selected from the group consisting of an insect, a fish, a bird, a reptile and a mammal.
- 13. The recombinant vector of claim 12, wherein said mammal is selected from the group consisting of a house pet, a laboratory animal, a sheep, a goat, a cow, a pig, a monkey, an ape and a human being.
- 14. The recombinant vector of claim 1, further comprising an amino acid substitution in the HC- Pro gene of the conserved FRNK box of

said potyvirus nucleic acid sequence, said substitution causing attenuation of the potyvirus.

- 15. The recombinant vector of claim 1, further comprising an amino acid substitution in said potyvirus nucleic acid sequence, said substitution effectively abolishing aphid transmissibility of the potyvirus.
 - 16. The recombinant vector of claim 1, wherein said heterologous nucleic acid sequence encodes at least a portion of a peptide selected from the group consisting of cMYC, FMDV, His tag and Ovalbumin.
- 17. The recombinant vector of claim 16, wherein said heterologous nucleic acid sequence comprises at least a portion of at least one member selected from the group consisting of SEQ ID NOs.: 4, 8, 20 and 28.
- 18. The recombinant vector of claim 1, wherein said heterologous nucleic acid sequence encodes at least a portion of at least one peptide selected from the group consisting of SEQ ID NOs.: 5, 9, 21 and 29.
- 19. The recombinant vector of claim 1, wherein the vector comprises at least a portion of at least one item selected from the group consisting of SEQ ID Nos.: 6, 7, 10-19, 22-27, 30 and 31.
- 20. The recombinant vector of claim 1, further comprising one additional amino acid residue, said additional amino acid residue facilitating proteolytic excision of the coat protein from within a potyvirus polyprotein.
- 21. The recombinant vector of claim 20, wherein said additional residue is selected from the group consisting of serine, methionine, glycine, alanine and phenylalanine.
- 22. The recombinant vector of claim 1, wherein translation of said potyvirus nucleic acid sequence encoding a portion of an amino-terminal domain of a potyvirus coat protein and said heterologous nucleic acid

sequence fused thereto produces a fusion protein with an isoelectric point similar to an isoelectric point of a native potyvirus coat protein.

- 23. A method of transiently expressing at least a portion of a heterologous peptide in at least a portion of a plant, the method comprising the steps of:
 - (a) providing a recombinant vector comprising;
 - (i) sufficient potyvirus nucleic acid sequence to permit viral replication and spread within a plant infected by the vector;
 - (ii) a heterologous nucleic acid sequence inserted at the amino-terminus of the potyvirus coat protein;
- (b) introducing at least one copy of said vector into at least one cell of the plant; and
 - (c) cultivating the plant so that said vector is transcribed, the resulting nucleic acid replicating therein by forming viable potyvirus virions which spread from cell to cell within the plant;

wherein each of said viable potyvirus virions displays on an external surface thereof a plurality of copies of the at least a portion of the heterologous peptide.

- 24. The method of claim 23, wherein the vector is transcribed extrachromosomally.
 - 25. The method of claim 23, wherein the plant is a cucurbit plant.
- 26. A plant transiently expressing at least a portion of a heterologous peptide in at least a portion thereof, the plant comprising:
- (a) at least one cell infected with a recombinant vector for expressing the at least a portion of the heterologous peptide, the vector comprising;
 - (i) sufficient potyvirus nucleic acid sequence to permit viral replication and spread within the plant infected by the vector;
 - (ii) a heterologous nucleic acid sequence inserted at the amino-terminus of the potyvirus coat protein

wherein said vector is transcribed extrachromosomally, thereby forming viable potyvirus virions capable of replicating and spreading from cell to cell within the plant; and wherein each of said viable potyvirus virions displays on an external surface thereof a plurality of copies of said at least a portion of a heterologous peptide.

- 27. The plant of claim 26, wherein the plant is a cucurbit plant.
- 28. A method of vaccination, the method comprising the steps of::
- (a) providing a recombinant vector comprising;
 - (i) sufficient potyvirus nucleic acid sequence to permit viral replication and spread within a plant infected by the vector;
 - (ii) a heterologous nucleic acid sequence inserted at the amino-terminus of the potyvirus coat protein, wherein said heterologous nucleic acid sequence encodes at least one antigenic determinant;
- (b) introducing at least one copy of said vector into at least one cell of a plant;
- (c) cultivating said plant so that said vector is transcribed therein resulting in the formation of viable potyvirus virions which replicate and spread from cell to cell within said plant;

wherein each of said potyvirus virions displays on an external surface thereof a plurality of copies of said at least one antigenic determinant;

- (d) harvesting at least a portion of said plant; and
- (e) delivering said potyvirus virions to a subject, such that said plurality of copies of said at least one antigenic determinant contained therein elicit an immune response from said subject.
- 29. The method of claim 28, comprising the additional step of isolating said potyvirus virions from said at least a portion of said plant.
- 30. The method of claim 28, wherein said step of delivering includes oral administration to said subject.
- 31. The method of claim 28, wherein said step of delivering and said step of harvesting are carried out concurrently.

- 32. The method of claim 28, wherein said step of delivering is accomplished by a means selected from the group consisting of injection, oral administration, intraocular administration, intransal administration, transdermal delivery, aerosol delivery, intravaginal administration and rectal administration.
 - 33. The method of claim 28, wherein said plant is a cucurbit plant.
- 34. The method of claim 28, wherein said vector replicates extrachromosomally.
- 35. The method of claim 28, wherein said vector replicates outside a nucleus of said at least one cell of said plant.